

# EEA/UK COOKIE POLICY

Last updated: June 28, 2023

This Cookie Policy explains to persons who are using [www.graphicpkg.com](http://www.graphicpkg.com) ("Site") in the EEA or UK how Graphic Packaging International, LLC ("GPI", "we", "us" or "our") uses cookies and other trackers for security, to provide functionality, to track how visitors interact with our Site, and for our marketing and advertising activities.

Please read this Cookie Policy in conjunction with our Privacy Notice for the EEA and UK, available [here](#).

## 1. What are cookies and other trackers?

A cookie is a small piece of text that is placed your website browser when you visit a website. These include our own first-party cookies as well as third-party cookies of our service providers and marketing partners. They are used to "remember" when your computer or device accesses this Site. Cookies are stored in your browser. A cookie will help the Site, or another website, to recognize your device the next time you visit. Most cookies won't collect information that directly identifies you as a person, and will instead collect more general information such as how visitors arrive at and use our Site. Other cookies collect personal data. Cookies may be used to create a profile of a visitor's activities on the Internet which can be used (for example) to try to predict the visitor's purchasing and behavioral preferences.

In this Cookie Policy, we refer to all these technologies as "cookies."

## 2. Types of cookies

### Session cookies

Session cookies are stored only temporarily during a browsing session and are deleted from the visitor's device when the browser is closed.

### Persistent cookies

Persistent cookies are saved on your device for a fixed pre-defined period of time (usually several months) and are not deleted when the browser is closed. Persistent cookies are used where we need to be able to recognize your device for more than one browsing session. Please use our cookie settings tool available via the floating icon in the bottom left of your browser for further details.

### First party cookies

First party cookies are set by the website you are visiting, and they can only be read by that site.

### Third party cookies

Third party cookies are not set by the owner of the website you are visiting, but by a different organization. For example, advertisers and other third parties may use their own cookies when you click on an ad or link on our Site, or we might engage a third-party analytics company that will set their own cookie to perform this service.

## 3. Categories of cookies

We categorize the different types of cookies described above as follows:

### Strictly Necessary cookies:

These are cookies that are required for the operation of our Site, such as to provide secure log-in or required to remember your requests (for example, your choice of language or region, or to set a cookie to store your preferences regarding the cookies on our Site). These cookies do not require

your consent and cannot be switched off (although in some cases you can change your requests). You can set your browser to block or alert you about these cookies, but some parts of our Site may not work if you block these types of cookies.

#### **Functional cookies:**

These cookies are used to provide certain functionalities to you that you have requested. For instance, these cookies help us to deliver video content that you have requested.

#### **Performance cookies:**

These cookies allow us to analyze Site usage and understand how visitors use it. These cookies recognize and collect information about the number of visitors to our Site, the pages they view, how long they view pages, and how they move around our Site when they are using it. This helps us to improve the way our Site works, for example, by ensuring that visitors are easily finding what they are looking for. If you do not consent to these types of cookies we will not be able to improve our Site based on information from your visit.

#### **Targeting cookies:**

These cookies are used to tailor advertising and content to your interests (“Targeting”), both within and beyond our Site. These cookies collect data about your online activity, including your visit to our Site, the pages you have visited and the links you have followed. They identify your interests so that we can provide advertising that we believe is relevant to you. We will use this information to make our Site and the Targeting displayed on it, and the marketing messages we send to you, more relevant to your interests. We may also share this information with third parties who provide a service to us for this purpose. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the Targeting and to monitor from which Targeting source a visitor was directed towards our Site so that we know whether it is worth for us to invest in that particular Targeting source.

These cookies may be set through our Site or by our third-party Targeting partners. They may be used by those partners to build a profile of your interests and show you relevant advertisements on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and Internet device. If you do not consent to these types of cookies, you will experience less targeted advertising in connection with our Site (but not less advertising overall).

## **4. Social media links**

This Site contains links to GPI social media pages from the following companies:

- Facebook; Facebook is operated by Facebook, 1 Hacker Way, Menlo Park, CA 94025, USA. Find information on data protection at Facebook here: <https://www.facebook.com/privacy/explanation>.
- Instagram; Instagram is operated by Facebook, 1 Hacker Way, Menlo Park, CA 94025, USA. Find information on data protection at Instagram here: <https://help.instagram.com/519522125107875>.
- Twitter; Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA. Find information on data protection at Twitter here: <https://twitter.com/en/privacy>.
- LinkedIn; LinkedIn is operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Find information on data protection at LinkedIn here: <https://www.linkedin.com/legal/privacy-policy>.

These links are not plug ins; they are links to external GPI social media pages via standard functionality. No cookies are set in relation to these links when browsing the Site. Should you click any of these links you will be directed to the relevant social media page. Each of these social media companies operates their websites independently of GPI, including their own cookie policies and

privacy policies and settings. Please visit the respective social media companies' privacy information for further details.

## 5. Lifespans

The various cookies used by our Site have different lifespans. Session cookies will be deleted once you close your browser. Please use our cookie settings tool available via the floating icon in the bottom left of your browser, or refer to the chart below, to learn about the specific lifespans of the cookies we use.

## 6. What cookies do we use?

We use different categories of both session and persistent cookies on our Site, which can either be first or third party cookies.

Information on some of the cookies that we use on our Site (their names and categories, their lifespans and whether third parties have access to the cookies) are described in our cookie settings tool available via the floating icon in the bottom left of your browser for further details.

Below is a listing of additional cookies on our Site:

| Name of Cookie        | Type<br>(Category & Party)        | Purposes<br>(Description)   | Expiry   |
|-----------------------|-----------------------------------|---|----------|
| TS01xxxxxxx           | Strictly Necessary<br>First Party | F5/Bip-IP. These cookies are set by our web server infrastructure to ensure your web requests are consistently processed by the same server in our infrastructure for the duration of your session.   | 0 days   |
| OptanonConsent        | Strictly Necessary<br>First Party | This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the user's browser when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor. | 364 days |
| OptanonAlertBoxClosed | Strictly Necessary<br>First Party | This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and, in some cases, only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one-year lifespan and contains no personal information.  | 364 days |
| __gid                 | Performance<br>First Party        | This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited. __gid   | 0 days   |
| __ga                  | Performance<br>First Party        | This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the site's analytics reports. By default, it is set to expire after 2 years, although this is customisable by website owners. __ga                                     | 393 days |
| __cf_bm               | Functional<br>Third Party         | The __cf_bm cookie is a cookie necessary to support Cloudflare Bot Management, currently in private beta. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots.<br>This is a CloudFoundry cookie   | 0 days   |
| Vuid                  | Functional<br>Third Party         | These cookies are used by the Vimeo video player on websites. This domain is owned by Vimeo. The main business activity is Video Hosting/Sharing.   | 729 days |
| Pardot                | Targeting                         | Cookie name associated with services from marketing automation and  | 0 days   |

|  |                          |   |          |
|--|--------------------------|---|----------|
|  | First Party              | lead generation platform Pardot.  |          |
| visitor_id#####                        | Targeting<br>First Party | This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.  | 354 days |
| visitor_id                             | Targeting<br>First Party | This is a cookie pattern (visitor_id) that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have lifespans of 10 years. This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years. | 354 days |
| _gat_gtag_XXXXXXXXXXXX<br>XXXXXXXXXXXX | Targeting<br>First Party | This cookie is set by the Google Analytics service which enables website owners to track visitor behavior and measure site performance.   | 0 days   |
| visitor_id                             | Targeting<br>Third Party | This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.  | 365 days |
| visitor_id#####                        | Targeting<br>Third Party | This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.  | 365 days |
| C                                      | Targeting<br>Third Party | Marketing Cookie: Cision marketing cookie that appears on PR Newswire press releases. This cookie is from the 3 <sup>rd</sup> party host c212.net   | 184 days |
| visitor_id                             | Targeting<br>Third Party | This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.  | 365 days |
| lpv209522                              | Targeting<br>Third Party | This domain is owned by Pardot, a marketing automation platform which provides lead generation services to businesses.  | 0 days   |
| visitor_id#####                        | Targeting<br>Third Party | This is a cookie pattern that appends a unique identifier for a website visitor, used for tracking purposes. The cookies in this domain have a lifespan of 10 years.  | 365 days |
| Uuid                                   | Targeting<br>Third Party | This domain is owned by MediaMath Inc. a US based digital advertising business.   | 392 days |
| Pardot                                 | Targeting<br>Third Party | This domain is owned by Pardot, a marketing automation platform which provides lead generation services to businesses.  | 0 days   |

## 7. Managing cookies and withdrawing consent

We will obtain your opt-in consent to the use of the cookies and other tracking technologies on the Site when you first access the Site and if we introduce any new cookies to the Site, unless they are strictly necessary cookies, or functional cookies enabling services you have requested, in which case your consent is not required. When you visit the Site, a pop up will appear to inform you about our use of such cookies. You can then consent by clicking on "Allow All", or you may refuse cookies (except strictly necessary cookies) by clicking on "Reject All". You may alternatively use our cookie settings tool available via the floating icon in the bottom left of your browser to decide the categories of cookies that you wish to allow, and the cookies you wish to reject.

If you reject cookies, we will not set those cookies on your device, except strictly necessary cookies and a cookie to remember that you don't want any cookies set when you visit the Site.

If you have allowed cookies but later decide that you want to reject them (withdraw your consent) for the future, you can do so by using our cookie settings tool available via the floating icon in the bottom left of your browser.

You can also disable cookies by changing your Site browser settings to reject cookies. How to do this will depend on the browser you use. All modern browsers allow you to change your cookie settings that will typically be found in the 'options' or 'preferences' menu of your browser. Use the 'Help' option in your browser for more details.

(i) [Cookie settings in Internet Explorer](#)

(ii) [Cookie settings in Firefox](#)

(iii) [Cookie settings in Chrome](#)

(iv) [Cookie settings in Safari web](#) and [iOS](#).

If you choose not to use the cookie preference tool, but instead control cookies through browsers, please remember to change your settings in each browser and for each of your devices.

Blocking all cookies will have a negative impact upon the usability of many websites, including ours. If you block cookies, you may not be able to use all the features on our Site. You can also delete cookies already stored on your computer.

## **8. More about cookies**

If you would like to learn more about how advertisers use these types of cookies or to choose not to receive them, please visit <http://www.youronlinechoices.eu> You can find further information on managing cookies in most browsers also here: <http://www.allaboutcookies.org/> .

## **9. Changes to this Policy**

We reserve the right to modify this Cookie Policy from time to time. If we make any changes to this Cookie Policy, we will change the "Last Update" date above, post the updated Cookie Policy on this page and ask you to re-consent to our changed use of cookies if required.

## **10. Contacting us**

If you have any queries in connection with this Cookie Policy, please contact the following:

[law.department@graphicpkg.com](mailto:law.department@graphicpkg.com)